

United States Government
FY 02 Trade Capacity Building Assistance (\$US)
SUDAN

Activity Title	Activity Description	TCB Category	FY 02 Total
Commodity Network Strengthening (Honey)	<p>Supported by technical assistance provided by Catholic Relief Services and funding from USAID/REDSO, a Sudanese producers association partnered with Baraka Agricultural College participated in a Food World Exhibition held in Nairobi, Kenya in August 2001 to promote honey from South Sudan. Shortly after the exhibition, Baraka College increased substantially its honey import requirement to meet increased consumer demand in Kenya. The Sudan "golden honey" was rated by several buyers from Uganda and Kenya as superior quality honey with good potential to penetrate in the East Africa Regional markets. Sudan honey was promoted in the first ever Apimondia held in Africa, which took place in Durban, South Africa in October/November 2001. The conference that attracted close to 2000 participants across the globe was the first biggest conference to exhibit and promote South Sudan product in recent memory. The New Sudan Honey Producers Association (NSHPA), in collaboration with Baraka Agricultural College, and Uganda Bee Keepers Association were the only two exhibitors in the whole East and Central Africa.</p> <p>Guyson Adi'kobaa who represented the NSHPA and Catholic Relief Services became the first Sudanese to attend Apimondia, and the first Sudanese involved in the formation of the newly established Africa Beekeepers Association. Last year alone, NSHPA sold to Uganda and Kenya a total of 22 MT of honey, the first ever in history of Sudan honey export. This earned about \$11,000 for the beekeepers. The group sold over 5 MT locally in Sudan. As a result, about 20 beekeepers were able to purchase bicycles to transport from production to collection centers. John Kalaba, one of the producers and members of the NSHPA said, "I would never have a bicycle if USAID did not come to show us the way. We have plenty of honey, but we did not know where to sell." Funded and implemented by USAID/REDSO.</p>	Export Promotion	\$ 25,000
		Business Services & Training	25,000
		Activity Total	50,000
FY02 Total USG Trade Capacity Building Assistance to SUDAN			\$50,000